

ORDER



Orders
Order / Rev: 719330
Alt Order #: 06358459
Product Desc: OBAMA SCHED C
Estimate: 1904
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	48	\$83,500.00	\$70,975.00
11/05/12	11/11/12	13	\$16,850.00	\$14,322.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	61	\$100,350.00	\$85,297.50	0.00
Totals	61	\$100,350.00	\$85,297.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WUSA	10/30/12	11/05/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			5		\$1,000.00		0.00				
N 2	WUSA	10/30/12	11/05/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			5		\$1,500.00		0.00				
N 3	WUSA	10/30/12	11/05/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			5		\$1,500.00		0.00				
N 4	WUSA	10/30/12	11/05/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	MTWTF--	:30	9	\$1,500.00	P-1	0.00	NM	9	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			9		\$1,500.00		0.00				
5	WUSA	10/30/12	11/05/12	3-4p The Doctors	CM	3-4p	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			5		\$500.00		0.00				
N 6	WUSA	10/30/12	11/05/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			5		\$1,200.00		0.00				

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WUSA	10/30/12	11/05/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		3			\$450.00			0.00			
8	WUSA	10/30/12	11/05/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		3			\$500.00			0.00			
9	WUSA	10/30/12	11/05/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		3			\$300.00			0.00			
N10	WUSA	10/30/12	11/05/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		3			\$1,200.00			0.00			
N11	WUSA	10/30/12	11/05/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		3			\$1,500.00			0.00			
N12	WUSA	10/30/12	11/05/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		5			\$1,500.00			0.00			
N13	WUSA	10/30/12	11/05/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWTF--	:30	5	\$3,000.00	P-1	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		5			\$3,000.00			0.00			
N14	WUSA	10/30/12	10/30/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----		1			\$20,000.00			0.00			
N15	WUSA	11/03/12	11/03/12	Sat Prime 48 Hrs	CM	SAT 10-11p (10:00 PM-11:00 PM)	-----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1			\$4,000.00			0.00			
Totals													61	\$100,350.00	